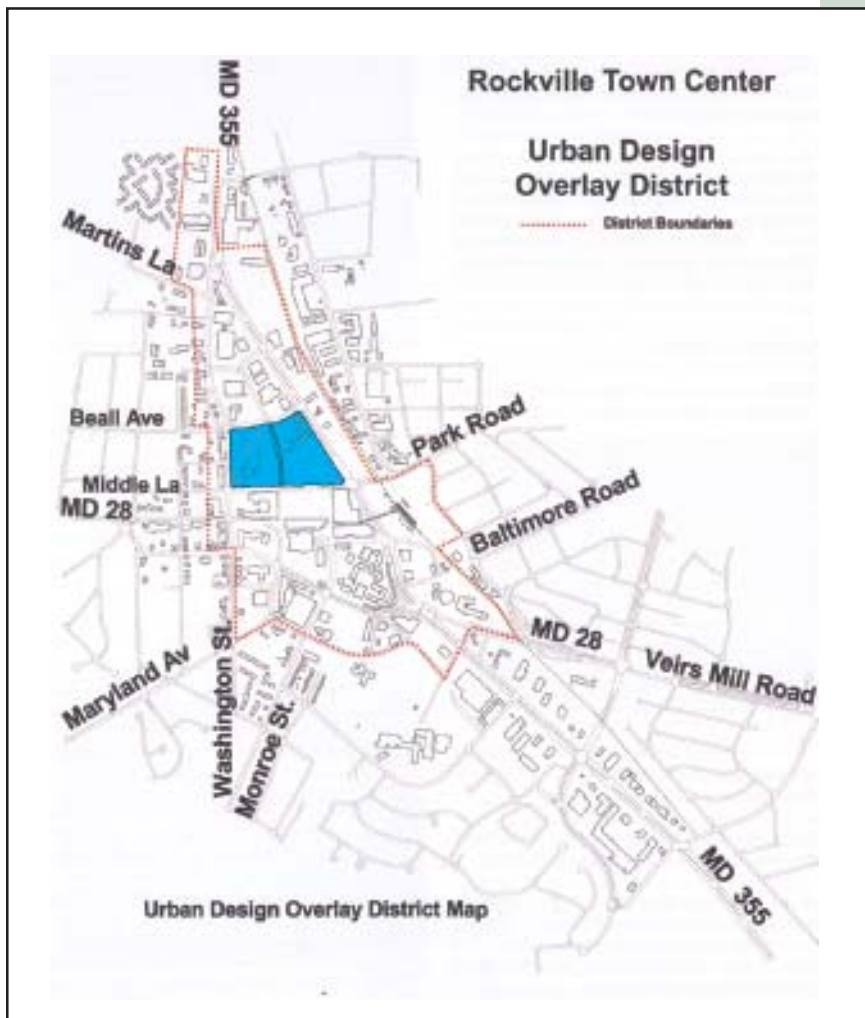


# Introduction

## The Purpose of Design Guidelines

The Rockville Town Center Master Plan, which was approved and adopted on October 22, 2001 by the City of Rockville, Maryland, recommends the creation of Design Guidelines for use in an Urban Design Overlay District (see below). The boundary of this district corresponds with the desired urban areas within the Town Center Planning Area, and although this document will address specific components of the shaded area in the center of this district, the following guidelines will be applied as a framework to all subsequent phases within the Urban Design Overlay District. Additional design guidelines will be created to address each new phase as it develops.

The following Urban Design Guidelines are intended to provide guidance for developers and designers as they begin to plan and design the Rockville Town Center. The guidelines are not intended to be requirements, but principles that should be studied and followed. Exceptions to the guidelines will be considered if the design as proposed meets or exceeds the intent of the guidelines, and the purpose of the Town Center Master Plan. The guidelines shall apply to both public and private development within the Urban Design Overlay District.



## Master Plan Goal

Create a daytime, evening, and weekend activity center that is easily identifiable, pedestrian-oriented, and incorporates a mix of uses and activities.



Introduction